This listing of claims will replace all prior versions, and listings, of claims in the application:

1   Claim 1 (currently amended): A computer-implemented method
2   for facilitating the serving of advertisements with e-mail
3   content, the method comprising:
4   a)   accepting, with a web-based e-mail serving system
5   including at least one computer, a request for a
6   document including e-mail content;
7   b)   generating, with the web-based e-mail serving
8   system, a request identifier;
9   c)   serving to a client device, with the web-based e-
10   mail serving system, the requested document in
11   association with the request identifier; [[and]]
12   d)   obtaining, with the web-based e-mail serving
13   system, at least one ad relevant to the e-mail
14   content.
15   e)   storing, with the web-based e-mail serving system,
16   the obtained at least one ad;
17   f)   accepting, with the web-based e-mail serving
18   system, an ad request from the client device;
19   g)   reading, with the web-based e-mail serving system,
20   the stored at least one ad using information from the
21   ad request; and
22   h)   serving to the client device, with the web-based
23   e-mail serving system, the at least one ad read.

1   Claim 2 (currently amended): The computer-implemented
2   method of claim 1, wherein the ad request from the client
3   device is generated automatically, without a manual input
4   from a user of the client device [[further comprising:

4

5   e) storing the obtained at least one ad;

6   f) accepting an ad request;

7   g) reading the stored at least one ad using

8   information from the ad request; and

9   h) serving the at least one ad read]].

1 Claim 3 (currently amended): The computer-implemented

2 method of claim 1, [[2]] wherein the ad request was sourced

3 by the [[a]] client device when it rendered the requested

4 document.

1 Claim 4 (currently amended): The computer-implemented

2 method of claim 1, [[2]] wherein the ad request was sourced

3 by a client device after it rendered the requested

4 document.

1 Claim 5 (currently amended): The computer-implemented

2 method of claim 1, [[2]] wherein the ad request was sourced

3 by a browser when it rendered the requested document.

1 Claim 6 (currently amended): The computer-implemented

2 method of claim 1, [[2]] wherein the ad request was sourced

3 by a browser after it rendered the requested document.

1 Claim 7 (currently amended): The computer-implemented

2 method of claim 1, [[2]] wherein the act of storing the

3 obtained at least one ad includes storing the request

4 identifier in association with the at least one ad.

1 Claim 8 (currently amended): The computer-implemented

2 method of claim 7, wherein the request identifier may be

5

3   used as a primary key to lookup the associated at least one
4   ad.

1   Claim 9 (currently amended): The computer-implemented
2   method of claim 7, wherein the ad request includes the
3   request identifier.

1   Claim 10 (currently amended): The computer-implemented
2   method of claim 9, wherein the act of reading the stored at
3   least one ad using information from the ad request uses the
4   request identifier to lookup the associated at least one
5   ad.

1   Claim 11 (currently amended): The computer-implemented
2   method of claim 1, wherein the act of serving the requested
3   document in association with the request identifier is
4   performed by a first thread, and wherein the act of
5   obtaining at least one ad relevant to content of the e-mail
6   is performed by a second thread.

1   Claim 12 (currently amended): The computer-implemented
2   method of claim 11, wherein the execution of the first
3   thread is independent of the execution of the second
4   thread.

1   Claim 13 (currently amended): The computer-implemented
2   method of claim 1, wherein the act of obtaining at least
3   one ad relevant to content of the e-mail includes
4   submitting an ad request to a content-relevant ad server.

6.

1 Claim 14 (currently amended): The <u>computer-implemented</u>
2 method of claim 13, wherein the ad request includes the
3 request identifier.

1 Claim 15 (currently amended): The <u>computer-implemented</u>
2 method of claim 1, wherein the document including e-mail
3 content represents an individual e-mail message.

1 Claim 16 (currently amended): The <u>computer-implemented</u>
2 method of claim 1, wherein the document including e-mail
3 content represents a group of e-mail messages.

1 Claim 17 (currently amended): The <u>computer-implemented</u>
2 method of claim 1, wherein the document including e-mail
3 content represents an e-mail thread output as a
4 conversation.

1 Claim 18 (currently amended): The <u>computer-implemented</u>
2 method of claim 1, wherein the document including e-mail
3 content is a conversation view including a group of
4 e-mails.

1 Claim 19 (currently amended): A <u>computer-implemented</u>
2 method for rendering ads in association with e-mail
3 content, the method comprising:
4   a) <u>requesting, with a client device,</u> a document
5   including e-mail content;
6   b) <u>accepting, with the client device,</u> the document;
7   c) <u>rendering, with the client device,</u> the document;
8   d) <u>requesting, with the client device,</u> at least one
9   ad relevant to the e-mail content of the document;

7

10   e) receiving, with the client device, the at least

11   one ad; and

12   f) rendering, with the client device, the at least

13   one ad in association with the rendered document,

14   wherein the at least one ad is [[are]] rendered after

15   the e-mail content of the document has already been

16   rendered.

1   Claim 20 (currently amended): The computer-implemented

2   method of claim 19, wherein the accepted document includes

3   a request identifier and wherein the act of requesting at

4   least one ad relevant to the e-mail content of the document

5   includes generating a request including the request

6   identifier.

1   Claim 21 (currently amended): The computer-implemented

2   method of claim 19, wherein the act of requesting at least

3   one ad relevant to the e-mail content of the document

4   occurs after the act of rendering the e-mail content of the

5   document.

1   Claim 22 (currently amended): The computer-implemented

2   method of claim 19, wherein the document is a Web-page.

1   Claim 23 (currently amended): The computer-implemented

2   method of claim 19, wherein the act of requesting at least

3   one ad relevant to the e-mail content of the document

4   includes constructing a URL that represents a request for

5   at least one ad.

1   Claim 24 (currently amended): The computer-implemented

2   method of claim 23, wherein the act of requesting at least

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3   one ad relevant to the e-mail content of the document

4   further includes instantiating an ActiveX object that takes

5   the URL and requests the at least one ad from a Web-based

6   e-mail server that sourced the document.

1   Claim 25 (currently amended): The <u>computer-implemented</u>

2   method of claim 19, wherein the document is a Web page, and

3   wherein the act of rendering the at least one ad in

4   association with the rendered e-mail content of the

5   document includes manipulating a document object model of

6   the Web page to render the ads.

1   Claim 26 (currently amended): The <u>computer-implemented</u>

2   method of claim 19, wherein the act of rendering the at

3   least one ad in association with the rendered document is

4   done such that the document is not modified.

1   Claim 27 (currently amended): The <u>computer-implemented</u>

2   method of claim 26, further comprising forwarding the

3   document to another client, wherein the at least one ad is

4   not rendered on the other client device.

1   Claim 28 (currently amended): The <u>computer-implemented</u>

2   method of claim 19, wherein the act of rendering the at

3   least one ad in association with the rendered document is

4   done such that the at least one ad does not become a part

5   of the document.

1   Claim 29 (currently amended): The <u>computer-implemented</u>

2   method of claim 28, further comprising forwarding the

3   document to another client, wherein the at least one ad is

4   not rendered on the other client device.

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1   Claim 30 (currently amended): The <u>computer-implemented</u>
2   method of claim 19<u>,</u> wherein the document including e-mail
3   content is an individual e-mail.

1   Claim 31 (currently amended): The <u>computer-implemented</u>
2   method of claim 19<u>,</u> wherein the document including e-mail
3   content is group of e-mails.

1   Claim 32 (currently amended): The <u>computer-implemented</u>
2   method of claim 19<u>,</u> wherein the document including e-mail
3   content is an e-mail thread.

1   Claim 33 (currently amended): The <u>computer-implemented</u>
2   method of claim 19<u>,</u> wherein the document including e-mail
3   content·is a conversation view including a group of
4   e-mails.

1   Claim 34 (currently amended): A <u>computer-implemented</u>
2   method for facilitating the serving of advertisements with
3   e-mail content, the method comprising:
4   a)   accepting<u>, with a web-based e-mail serving system</u>
5   <u>including at least one computer,</u> a request for a
6   document including e-mail content;
7   b)   generating<u>, with the web-based e-mail serving</u>
8   <u>system,</u> a request identifier;
9   c)   serving <u>to a client device, with the web-based e-</u>
10   <u>mail serving system,</u> the requested document in
11   association with the request identifier; [[and]]
12   d)   obtaining<u>, with the web-based e-mail serving</u>
13   <u>system,</u> at least·one additional content item relevant
14   to the e-mail content

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15   e) storing, with the web-based e-mail serving system,
16   the obtained at least one additional content item;
17   f) accepting, with the web-based e-mail serving
18   system, an additional content item request from the
19   client device;
20   g) reading, with the web-based e-mail serving system,
21   the stored at least one additional content item using
22   information from the additional item request; and
23   h) serving to the client device, with the web-based
24   e-mail serving system, the at least one additional
25   content item read.

1   Claim 35 (currently amended): The computer-implemented
2   method of claim 34, wherein the at least one additional
3   content item is selected from a group consisting of (a) a
4   news article, (b) an excerpt of a news article, (c) a
5   search query, (d) a product review, and (e) an excerpt of a
6   product review.

1   Claim 36 (currently amended): The computer-implemented
2   method of claim 34, wherein the at least one additional
3   content item includes at least one content relevant ad and
4   at least one further additional content item selected from
5   a group consisting of (a) a news article, (b) an excerpt of
6   a news article, (c) a search query, (d) a product review,
7   and (e) an excerpt of a product review.

1   Claim 37 (currently amended): The computer-implemented
2   method of claim 34, wherein the additional item request
3   from the client device is generated automatically, without
4   a manual input from a user of the client device [[further
5   comprising:

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6   e) storing the obtained at least one additional
7   content item;
8   f) accepting an additional content item request;
9   g) reading the stored at least one additional content
10   item using information from the additional item
11   request; and
12   h) serving the at least one additional content item
13   read]].

1   Claim 38 (currently amended): The computer-implemented
2   method of claim 34, [[37]] wherein the at least one
3   additional content item is selected from a group consisting
4   of (a) a news article, (b) an excerpt of a news article,
5   (c) a search query, (d) a product review, and (e) an
6   excerpt of a product review.

1   Claim 39 (currently amended): The computer-implemented
2   method of claim 34, [[37]] wherein the at least one
3   additional content item includes at least one content
4   relevant ad and at least one further additional content
5   item selected from a group consisting of (a) a news
6   article, (b) an excerpt of a news article, (c) a search
7   query, (d) a product review, and (e) an excerpt of a
8   product review.

1   Claim 40 (currently amended): A computer-implemented
2   method for facilitating the serving of advertisements with
3   electronic messaging content, the method comprising:
4   a) accepting, with a web-based electronic message
5   serving system including at least one computer, a
6   request for a document including electronic messaging
7   content;

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8   b)   generating, with the web-based electronic message

9   serving system, a request identifier;

10   c)   serving to a client device, with the web-based

11   electronic message serving system, the requested

12   document in association with the request identifier;

13   [[and]]

14   d)   obtaining, with the web-based electronic message

15   serving system, at least one ad relevant to the

16   electronic messaging content

17   e)   storing, with the web-based electronic message

18   serving system, the obtained at least one ad;

19   f)   accepting, with the web-based electronic message

20   serving system, an ad request from the client device;

21   g)   reading, with the web-based electronic message

22   serving system, the stored at least one ad using

23   information from the ad request; and

24   h)   serving to the client device, with the web-based

25   electronic message serving system, the at least one ad

26   read.

1 Claim 41 (currently amended): The computer-implemented

2 method of claim 40, wherein the ad request from the client

3 device is generated automatically, without a manual input

4 from a user of the client device [[further comprising:

5   e) storing the obtained at least one ad;

6   f) accepting an ad request;

7   g) reading the stored at least one ad using

8   information from the ad request; and

9   h) serving the at least one ad read]].

1 Claim 42 (currently amended): The computer-implemented

2 method of claim 40, wherein the electronic messaging

13

3   content is content from one of (A) on-line groups, (B)

4   blogs, (C) message postings, and (D) instant messaging.

1   Claim 43 (currently amended): A <u>computer-implemented</u>

2   method for rendering ads in association with electronic

3   messaging content, the method comprising:

4   a)   requesting<u>, with a client device including at</u>

5   <u>least one computer,</u> a document including electronic

6   messaging content;

7   b)   accepting<u>, with the client device,</u> the document;

8   c)   rendering<u>, with the client device,</u> the document;

9   d)   requesting<u>, with the client device,</u> at least one

10   ad relevant to the electronic messaging content of the

11   document;

12   e)   receiving the at least one ad; and

13   f)   rendering<u>, with the client device,</u> the at least

14   one ad in association with the rendered document,

15   wherein the at least one ad <u>is</u> [[are]] rendered after

16   the electronic messaging content of the document has

17   already been rendered.

1   Claim 44 (currently amended): The <u>computer-implemented</u>

2   method of claim 43<u>,</u> wherein the electronic messaging

3   content is content from one of (A) on-line groups, (B)

4   blogs, (C) message postings, and (D) instant messaging.

1   Claim 45 (currently amended): A <u>computer-implemented</u>

2   method for facilitating the serving of advertisements with

3   electronic messaging content, the method comprising:

4   a)   accepting<u>, with a web-based electronic message</u>

5   <u>serving system including at least one computer,</u> a

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6   request for a document including electronic messaging

7   content

8   b)   generating, with the web-based electronic message

9   serving system, a request identifier;

10   c)   serving to a client device, with the web-based

11   electronic message serving system, the requested

12   document in association with the request identifier;

13   [[and]]

14   d)   obtaining, with the web-based electronic message

15   serving system, at least one additional content item

16   relevant to the electronic messaging content;

17   e)   storing, with the web-based electronic message

18   serving system, the obtained at least one additional

19   content item;

20   f)   accepting from the client device, with the web-

21   based electronic message serving system, an additional

22   content item request;

23   g)   reading, with the web-based electronic message

24   serving system, the additional content item request;

25   and

26   h)   serving the client device, with the web-based

27   electronic message serving system, the at least one

28   additional content item read.

1   Claim 46 (currently amended): The computer-implemented

2   method of claim 45, wherein the electronic messaging

3   content is content from one of (A) on-line groups, (B)

4   blogs, (C) message postings, and (D) instant messaging.

1   Claim 47 (currently amended): Apparatus for facilitating

2   the serving of advertisements with e-mail content, the

3   apparatus comprising:

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4 a) at least one processor;

5 b) an input device for accepting a request for a

6 document including e-mail content;

7 c) a first storage facility for storing an obtained

8 at least one ad; and

9 d) a second storage facility for storing a computer

10 executable code which, when executed by the at least

11 one processor, performs a method of

12   1) [[a) an input for]] accepting the document

13   [[a]] request [[for a document including e-mail

14   content]], [[+]]

15   2) [[b) means for]] generating a request

16   identifier, [[+]]

17   3) [[c) means for]] serving to a client device,

18   the requested document in association with the

19   request identifier, [[; and]]

20   4) [[d) means for]] obtaining the [[at]] least

21   one ad relevant to the e-mail content,

22   5) storing the obtained at least one ad,

23   6) accepting an ad request,

24   7) reading the stored at least one ad using

25   information from the ad request,

26   8) serving to the client device, the at least

27   one ad read.

1 Claim 48 (currently amended): The apparatus of claim 47,

2 wherein the ad request is generated automatically, without

3 a manual input from a user of the client device [[further

4 comprising:

5 e) a storage facility for storing the obtained at

6 least one ad;

7   f) means for accepting an ad request;

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8 ~~g) means for reading the stored at least one ad~~

9 ~~using information from the ad request; and~~

10 ~~h) means for serving the at least one ad read~~]].

1 Claim 49 (currently amended): The apparatus of claim <u>47,</u>

2 [[48]] wherein the ad request was sourced by a client

3 device when it rendered the requested document.

1 Claim 50 (currently amended): The apparatus of claim <u>47,</u>

2 [[48]] wherein the ad request was sourced by a client

3 device after it rendered the requested document.

1 Claim 51 (currently amended): The apparatus of claim <u>47,</u>

2 [[48]] wherein the ad request was sourced by a browser when

3 it rendered the requested document.

1 Claim 52 (currently amended): The apparatus of claim <u>47,</u>

2 [[48]] wherein the ad request was sourced by a browser

3 after it rendered the requested document.

1 Claim 53 (currently amended): The apparatus of claim <u>47,</u>

2 [[48]] wherein the at least one ad stored includes the

3 request identifier stored in association with the at least

4 one ad.

1 Claim 54 (original): The apparatus of claim 53 wherein the

2 request identifier may be used as a primary key to lookup

3 the associated at least one ad.

1 Claim 55 (original): The apparatus of claim 53 wherein the

2 ad request includes the request identifier.

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1 Claim 56 (original): The apparatus of claim 55 wherein the
2 means for reading the stored at least one ad using
3 information from the ad request use the request identifier
4 to lookup the associated at least one ad.

1 Claim 57 (original): The apparatus of claim 47 wherein the
2 means for serving the requested document in association
3 with the request identifier is a first thread, and wherein
4 the means for obtaining at least one ad relevant to content
5 of the e-mail is a second thread.

1 Claim 58 (original): The apparatus of claim 57 wherein the
2 execution of the first thread is independent of the
3 execution of the second thread.

1 Claim 59 (original): The apparatus of claim 47 wherein the
2 means for obtaining at least one ad relevant to content of
3 the e-mail include means for submitting an ad request to a
4 content-relevant ad server.

1 Claim 60 (original): The apparatus of claim 59 wherein the
2 ad request includes the request identifier.

1 Claim 61 (original): The apparatus of claim 47 wherein the
2 document including e-mail content represents an individual
3 e-mail message.

1 Claim 62 (original): The apparatus of claim 47 wherein the
2 document including e-mail content represents a group of
3 e-mail messages.

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1 Claim 63 (original): The apparatus of claim 47 wherein the
2 document including e-mail content represents an e-mail
3 thread output as a conversation.

1 Claim 64 (original): The apparatus of claim 47 wherein the
2 document including e-mail content is a conversation view
3 including a group of e-mails.

1 Claim 65 (currently amended): Apparatus for rendering ads
2 in association with e-mail content, the apparatus
3 comprising:
4   a) <u>at least one processor;</u>
5   b) <u>an input device; and</u>
6   c) <u>at least one storage device storing a computer</u>
7   <u>executable code which, when executed by the at least</u>
8   <u>one processor, performs a method of</u>
9   <u>1)</u> [[a) means for]] requesting a document
10   including e-mail content<u>,</u> [[;]]
11   <u>2)</u> [[b) means for]] accepting the
12   document<u>,</u> [[;]]
13   <u>3)</u> [[c) means for]] rendering the
14   document<u>,</u> [[;]]
15   <u>4)</u> [[d) means for]] requesting at least one ad
16   relevant to the e-mail content of the
17   document<u>,</u> [[;]]
18   <u>5)</u> [[e) means for]] receiving<u>,</u> the at least one
19   ad<u>,</u> [[;]] and
20   <u>6)</u> [[f) means for]] rendering the at least one
21   ad in association with the rendered document,
22   wherein the at least one ad <u>is</u> [[are]] rendered
23   after the e-mail content of the document has
24   already been rendered.

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Claim 66 (original): The apparatus of claim 65 wherein the accepted document includes a request identifier and wherein the means for requesting at least one ad relevant to the e-mail content of the document include means for generating a request including the request identifier.

Claim 67 (original): The apparatus of claim 65 wherein the means for requesting requests the at least one ad relevant to the e-mail content of the document after the means for rendering renders the e-mail content of the document.

Claim 68 (original): The apparatus of claim 65 wherein the document is a Web-page.

Claim 69 (original): The apparatus of claim 65 wherein the means for requesting at least one ad relevant to the e-mail content of the document include means for constructing a URL that represents a request for at least one ad.

Claim 70 (original): The apparatus of claim 69 wherein the means for requesting at least one ad relevant to the e-mail content of the document further include means for instantiating an ActiveX object that takes the URL and requests the at least one ad from a Web-based e-mail server that sourced the document.

Claim 71 (original): The apparatus of claim 65 wherein the document is a Web page, and wherein the means for rendering the at least one ad in association with the rendered e-mail content of the document include means for manipulating a document object model of the Web page to render the ads.

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1 Claim 72 (original): The apparatus of claim 65 wherein the
2 means for rendering the at least one ad in association with
3 the rendered document does not modify the document.

1 Claim 73 (original): The apparatus of claim 72 further
2 comprising means for forwarding the document to another
3 client, wherein the at least one ad is not rendered on the
4 other client device.

1 Claim 74 (original): The apparatus of claim 65 wherein the
2 means for rendering the at least one ad in association with
3 the rendered document does not make the at least one ad
4 become a part of the document.

1 Claim 75 (original): The apparatus of claim 74 further
2 comprising means for forwarding the document to another
3 client, wherein the at least one ad is not rendered on the
4 other client device.

1 Claim 76 (original): The apparatus of claim 65 wherein the
2 document including e-mail content is an individual e-mail.

1 Claim 77 (original): The apparatus of claim 65 wherein the
2 document including e-mail content is group of e-mails.

1 Claim 78 (original): The apparatus of claim 65 wherein the
2 document including e-mail content is an e-mail thread.

1 Claim 79 (original): The apparatus of claim 65 wherein the
2 document including e-mail content is a conversation view
3 including a group of e-mails.

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1   Claim 80 (currently amended): Apparatus for facilitating
2   the serving cf advertisements with e-mail content, the
3   apparatus comprising:
4   a)   at least one processor;
5   b)   an input device; and
6   c)   at least one storage device storing a computer
7   executable code which, when executed by the at least
8   one processor, performs a method of
9   1)   [[a) means for]] accepting a request for a
10   document including e-mail content, [[;]]
11   2)   [[b) means for]] generating a request
12   identifier, [[;]]
13   3)   [[c) means for]] serving to a client device,
14   the requested document in association with the
15   request identifier, [[; and]]
16   4)   [[d) means for]] obtaining at least one
17   additional content item relevant to the e-mail
18   content,
19   5)   storing the obtained at least one additional
20   content item,
21   6)   accepting an additional content item request,
22   7)   reading the stored at least one additional
23   content item using information from the
24   additional item request, and
25   8)   serving to the client device, the at least
26   one additional content item read.

1   Claim 81 (original): The apparatus of claim 80 wherein the
2   at least one additional content item is selected from a
3   group consisting of (a) a news article, (b) an excerpt of a
4   news article, (c) a search query, (d) a product review, and
5   (e) an excerpt of a product review.

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1 Claim 82 (original): The apparatus of claim 80 wherein the

2 at least one additional content item includes at least one

3 content relevant ad and at least one further additional

4 content item selected from a group consisting of (a) a news

5 article, (b) an excerpt of a news article, (c) a search

6 query, (d) a product review, and (e) an excerpt of a

7 product review.

1 Claim 83 (currently amended): The apparatus of claim 80,

2 <u>wherein the additional item request is generated</u>

3 <u>automatically, without a manual input from a user of the</u>

4 <u>client device</u> [[further comprising:

5 ~~e) means for storing the obtained at least one~~

6 ~~additional content item;~~

7 ~~f) means for accepting an additional content item~~

8 ~~request;~~

9 ~~g) means for reading the stored at least one~~

10 ~~additional content item using information from the~~

11 ~~additional item request; and~~

12 ~~h) means for serving the at least one additional~~

13 ~~content item read]]~~.

1 Claim 84 (currently amended): The apparatus of claim <u>80,</u>

2 [[83]] wherein the at least one additional content item is

3 selected from a group consisting of (a) a news article, (b)

4 an excerpt of a news article, (c) a search query, (d) a

5 product review, and (e) an excerpt of a product review.

1 Claim 85 (currently amended): The apparatus of claim <u>80,</u>

2 [[83]] wherein the at least one additional content item

3 includes at least one content relevant ad and at least one

4 further additional content item selected from a group

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5 consisting of (a) a news article, (b) an excerpt of a news
6 article, (c) a search query, (d) a product review, and (e)
7 an excerpt of a product review.

1 Claim 86 (currently amended): Apparatus for facilitating
2 the serving of advertisements with electronic messaging
3 content, the apparatus comprising:
4   a) at least one processor;
5   b) an input device; and
6   c) at least one storage device storing a computer
7   executable code which, when executed by the at least
8   one processor, performs a method of
9   1) [[a) means for]] accepting a request for a
10   document including electronic messaging
11   content, [[;]]
12   2) [[b) means for]] generating a request
13   identifier, [[;]]
14   3) [[c) means for]] serving to a client device,
15   the requested document in association with the
16   request identifier, [[; and]]
17   4) [[d) means for]] obtaining at least one ad
18   relevant to the electronic messaging content,
19   5) storing the obtained at least one ad,
20   6) accepting an ad request,
21   7) reading the stored at least one ad using
22   information from the ad request, and
23   8) serving to the client device, the at least
24   one ad read.

1 Claim 87 (currently amended): The apparatus of claim 86,
2 wherein the ad request is generated automatically, without

24

3 a manual input from a user of the client device [[further

4 comprising:

5   e) means for storing the obtained at least one ad;

6   f) means for accepting an ad request;

7   g) means for reading the stored at least one ad using

8   information from the ad request; and

9   h) means for serving the at least one ad read]].

1 Claim 88 (original): The apparatus of claim 86 wherein the

2 electronic messaging content is content from one of (A) on-

3 line groups, (B) blogs, (C) message postings, and (D)

4 instant messaging.

1 Claim 89 (currently amended): Apparatus for rendering ads

2 in association with electronic messaging content, the

3 apparatus comprising:

4   a) at least one processor;

5   b) an input device; and

6   c) at least one storage device storing a computer

7   executable code which, when executed by the at least

8   one processor, performs a method of

9   1) [[a) means for]] requesting a document

10   including electronic messaging content, [[;]]

11   2) [[b) means for]] accepting the

12   document, [[;]]

13   3) [[c) means for]] rendering the

14   document, [[;]]

15   4) [[d) means for]] requesting at least one ad

16   relevant to the electronic messaging content of

17   the document, [[;]]

25

18   <u>5)</u> [[e) means for]] receiving <u>from the web-</u>

19   · <u>based e-mail serving system,</u> the at least one ad<u>,</u>

20   [[;]] and

21   <u>6)</u> [[f) means for]] rendering the at least one

22   ad in association with the rendered document,

23   wherein the at least one ad <u>is</u> [[are]] rendered

24   · after the electronic messaging content of the

25   document has already been rendered.

1 Claim 90 (original): The apparatus of claim 89 wherein the

2 electronic messaging content is content from one of (A) on-

3 line groups, (B) blogs, (C) message postings, and (D)

4 instant messaging.

1 Claim 91 (currently amended): Apparatus for facilitating

2 the serving of advertisements with electronic messaging

3 content, the apparatus comprising:

4   <u>a) at least one processor;</u>

5   <u>b) an input device; and</u>

6   <u>c) at least one storage device storing a computer</u>

7   <u>executable code which, when executed by the at least</u>

8   <u>one processor, performs a method of</u>

9   <u>1)</u> [[a) means for]] accepting a request for a

10   document including electronic messaging

11   content<u>,</u> [[;]]

12   <u>2)</u> [[b) means for]] generating a request

13   identifier<u>,</u> [[;]]

14   <u>3)</u> [[c) means for]] serving <u>to a client device,</u>

15   the requested document in association with the

16   request identifier<u>,</u> [[; and]]

26

17   4) [[d) means for]] obtaining at least one
18   additional content item relevant to the
19   electronic messaging content,
20   5) storing the obtained at least one ad,
21   6) accepting an ad request,
22   7) reading the stored at least one ad using
23   information from the ad request, and
24   8). serving to the client device, the at least
25   one ad read.

1   Claim 92 (original): The apparatus of claim 91 wherein the
2   electronic messaging content is content from one of (A) on-
3   line groups, (B) blogs, (C) message postings, and (D)
4   instant messaging.

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